

Thelma's Tribune

Volume 4—Issue 2

May - July 2009

HAPPY MOTHER'S DAY TO ALL YOU MOMS AND GRANDMAS !

Sunday, May 10 is the day set aside to celebrate those special ladies in our lives, our moms and grandmas. Where would we be without them? Don't forget to get them something special to let them know how much they mean to you. We have a nice selection of spring merchandise in the store, and we gift wrap for free! If you just can't decide, we also offer gift certificates in any amount. That way you know that your mom will get something she loves, and she'll love you for it!

GAB AND GRAZE WITH US

Saturday, May 9, 2009
11 AM - 1 PM

Join us for two relaxing hours of chatting, snacking, and shopping. Bring an appetizer to share and then help yourself to all the yummy food. We will provide drinks and seating.

You won't want to miss this...

On this day only, we will be offering you an exclusive shopping discount of

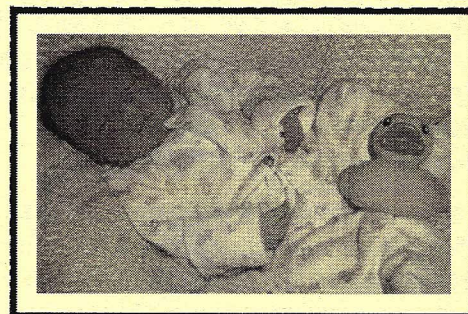
25% OFF

the regular prices of all new spring apparel!

PLUS, turn in your May coupon (found in this issue of the Tribune) for **DOUBLE PUNCHES** on your frequent buyer card.

You know that we rarely "double dip" discounts, but we are making an exception for this fantastic one day sale. So just to recap—take 25% off all regular priced apparel, plus receive double punches on your Frequent Buyer Card! Make plans to attend now!

(Discounts will apply all day, from 9 AM to 5 PM)



IT'S A BOY !!

Braylon Lee Kleinschmidt

Son of Kory and Ahn Na Kleinschmidt
(and grandson of Sherry and Jack)

Born 4-3-09

6 pounds, 15 ounces
19 1/2 inches

Mommy, Daddy, and Baby are all doing well. Sherry is in "Nana Heaven" again. And yes, you do remember correctly—we were expecting a girl, but surprise!!! It's a boy! He is precious and a wonderful gift from above.

APRIL MARKET = FALL/WINTER 2009



Here we are at *Tribal* checking out the fashions for fall and winter. There is always so much to see in this line that it takes two hours to get through it all! As always, we ordered lots of cute things.

FROM THE EDITOR

Finally, sunny days and warmer temps are here! Ok, so that's just me being optimistic! As I write this, we are on our way to Minneapolis for the Fall market and the ground and trees are covered in a blanket of fresh April snow—ugh! I have to admit that the view is quite pretty, but I would enjoy it so much more if I was anticipating Christmas instead of spring. It's a good thing that the store is looking so bright and springy—I just can't help being in a happier mood when I am there. We are getting new things every day right now. It is so much fun when a shipment arrives. All of us here like to be the one to cut into the new boxes to see what's inside.

With the summer temps just around the corner, it's time to clean out your closet and stop in for some new things. There's something so fulfilling about packing away the winter things to make room for the lighter, brighter fabrics of spring and summer, getting rid of the items that you no longer wear, organizing everything, and adding some great **new** garments to the mix! What a treat! Take some time soon to check out what you already have, then stop in to treat yourself to something new. We'll be here to help!

In the meantime, enjoy the warmer weather (if it ever actually gets here). We deserve it—it's been a long winter! Happy Spring!

Karli

SOMETHING NEW A PLANT EXCHANGE

Hosted by: Sherry and Jack

Date: Saturday, June 6

9 AM - ? (until the plants are gone)

Stop in for our first (annual?) plant exchange right here at Thelma's. If the weather permits, we may have it out on the sidewalk, but if not, we'll have it in the store. We (Sherry and Jack) love working in our flower beds and garden, but we seem to have accumulated an overabundance of plants. Last fall we split and potted many of our perennials with this event in mind. It's too early for us to know how many of our exchange plants made it through the winter, but we will bring whatever we have. Everyone is welcome! If you have plants you'd like to pass on, bring them in and swap them for something new. If you don't have something to bring, come anyway. You're welcome to take a couple of plants too. The event will run until the plants are gone. We will both be on hand for much of the day to answer questions and give advice on plants. While we're not professionals, we have years of experience working with plants. We're looking forward to a fun event, sharing plants, stories, and ideas.

Please bring your plants in pots and be sure they are labeled. There is no charge for this fun event.

What's Hot Right Now Spring and Summer 2009

Our store is filling up with great summery fashions. Here's what you'll see for the current season

- **Printed Tops** with a bit of embellishment in long, 3/4, and short sleeve
- **Printed Jackets** in a variety of silhouettes
- **Capris and Clam Diggers**
- **Cute Baby-Doll Tops**
- **Black and White**—always in style
- **Bright Colors**, including orange and yellow
- **Flowy, Breezy Dresses**
- **Pants, Jackets and Tops with Stretch**
- **Easy Care Fabrics**

THANKS TO ALL OF YOU WHO ATTENDED THE LADIES LIFESTYLE EXPO

The 2009 Ladies Lifestyle Expo was a smashing success! With over 40 booths catering to women, and a hair and fashion show lasting 90 minutes, the evening was enjoyed by over 500 ladies. Our runway show was exciting and was by far our best one yet! Ten local ladies and six children (including Jalie and Jazlin) showed off our styles like pros. A grand prize worth over \$1000 was awarded, and the total makeover winner was revealed. The Expo is a grandiose event for us, requiring four months of planning. We were extremely happy with the outcome and are meeting tomorrow to share feedback and note some ideas for next year's show. If you didn't get the opportunity to attend this year, watch for details for the 2010 Expo and make plans to attend. It's sure to be a night you'll enjoy.

**SUMMER BEGINS ON JUNE 21.
LET'S GET OUTSIDE AND
CELEBRATE!**

STAYING SAFE IN THE SUN

New research regarding the sun has shown that overall sun exposure—not just burns—significantly increases your risk of skin cancer. Skin cancers are the most common types of cancer in the US, but they are also among the most treatable and preventable cancers if found early. If you or your child are getting intense sun exposure while outdoors, you are at risk of developing melanoma, the most serious type of skin cancer, even if you have what appears to be a “healthy” tan. Doctors note that **any** sign of color, even tan, means that the skin has been damaged, regardless of whether the color comes from the natural sun or from a tanning bed.

So what can you do to protect yourself from those damaging rays? The best protection is to generously apply broad-spectrum sunblock, which blocks both UVA and UVB rays, 30 minutes before going outside. You need at least a shot-glass full of sunscreen to adequately cover your body. A recent study of more than 300 kids found that those who wore sunscreen whenever they were outside for more than 30 minutes developed significantly fewer moles than those who wore sunscreen sporadically or not at all. And research shows that the more moles a person has, the greater her lifetime risk of skin cancer. Also, limiting the time you spend in the sun between 10 AM and 4 PM, when the sun's rays are most intense, helps protect you, as does wearing protective clothing and sunglasses.

Be on the lookout for changes in moles. Skin cancers that are caught early are curable.

Sources: Parents Magazine, June 2008
Central Wisconsin Guide for a Healthier Lifestyle,
July 2007

THE 3 / 50 PROJECT

Minneapolis, MN — Former retailer, consultant and G&DA columnist Cinda Baxter launched The 3/50 Project to promote shopping at locally owned businesses. Originally debuted on Baxter's blog, the project now has its own website.

“We ask consumers to think about which three stores they'd miss if they disappeared, then remind them to return there,” explains Baxter. “Fifty comes from the idea that if even half the employed population spent a mere \$50 per month in locally owned retail stores, those purchases would generate more than \$42.6 billion in revenue.”

Baxter designed a flyer to explain the project to the public. It appears below. To all our customers who have been supporting us, we sincerely thank you for your business! We strive to meet your needs and take care of you. Thanks you for shopping with us at Thelma's and supporting a local business!

3 What three independently owned businesses would you miss if they disappeared? Stop in. Say hello. Pick up something that brings a smile. Your purchases are what keeps those businesses around.

50 If half the employed population spent \$50 each month in locally owned independent businesses, it would generate more than \$42.6 billion in revenue.* Imagine the positive impact if 3/4 the employed population did that.

68 For every \$100 spent in locally owned independent stores, \$68 returns to the community through taxes, payroll, and other expenditures. If you spend that in a national chain, only \$43 stays here. Spend it online and *nothing comes home*.

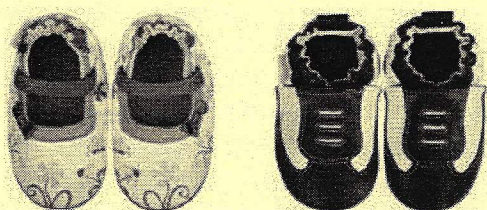
1 The number of people it takes to start the trend...*you*.

Pick 3. Spend 50. Save your local economy.

Baby Boutique

NEW ROBEEZ FOR SPRING

The new styles of Robeez are as cute as ever. They still continue to sell so fast, so we frequently re-order to bring in new styles. Stop in soon to see the cute new styles.



THE SPRING BABY COLLECTION

Well, our spring baby outfits have arrived, and as always, they are just adorable! It is always so difficult to decide which styles to order because they are all so cute! This season we have adorable styles by Vitamins and BT Kids. We also have spring and fleece jackets by Columbia.

For gift items, we continue to sell out of our *Nappy Mats*, *Twilight Turtles*, and *Twilight Ladybugs*. They make wonderful gifts and we just keep reordering them. We've recently added two new items to our gift selection: the *Sleep Sheep*, a plush sound machine to help children sleep, and the *Cuddle Cub*, a soft, adorable Teddy Bear with gentle heartbeat vibrations to soothe and calm baby.

SOMETIMES A CHANGE OF PERSPECTIVE IS ALL WE NEED...

A few weeks ago, I was having a particularly nutty day at home with my two girls. I was feeling unusually overwhelmed by the day-to-day routine that goes along with having little ones. After eating lunch, I decided that if I got each of the girls busy, I could retreat to the bathroom for a little "break." So I got Jalie involved in an art project, and I put Jazi in the hallway right outside the bathroom door and piled a bunch of fun toys around her. Then I stepped into the bathroom for my little "break" (now granted, it wasn't a real break, because Jazi was still in my sight, but at that point I would take what I could get). It didn't take long, less than a minute probably, before Jazi, who had just learned to crawl, made her way over to me and started pulling on the toilet paper. Before I knew it, Jalie came in with a ball in hand and asked me to play catch with her. I put my head in my hands and mumbled a quiet prayer asking for just five quiet minutes to recharge.

Well, at that moment I didn't get my five minutes, but what I did get changed my perspective quicker than a break would have! I was struck with a memory from my childhood that made me laugh out loud. I could distinctly see my brother, Kory, and I sitting in the hall outside the bathroom door struggling to get mom's attention. We were being so obnoxious, desperately trying to find out how much longer she would be in there. We even tried the door—no luck—it was locked! We could not figure out why Mom would lock herself in the bathroom where we couldn't get to her! She didn't even answer our pleas for attention! That long-forgotten memory made me laugh aloud, changed my frame of mind and renewed my energy. It helped me remember to appreciate this time with my little ones that is so fleeting. It won't be long, and five minute (or five hour) breaks from my girls will be all too common. For now, I'll try to remember to enjoy every moment with my girls, who still just want to be close to me. Those memories are the ones that I'll cherish forever!



THELMA'S BIRTHDAY CLUB

We'd like to offer you a special discount to treat yourself to something new for your birthday. After all, if you pick it out, you're sure to love it! So stop in at Thelma's on your birthday or two days before or after, show us your ID and we'll give you a

DISCOUNT OF 20% OFF

regular priced merchandise. So Happy Birthday from Thelma's, and happy shopping!

No coupon is needed for this special discount—just your ID. This discount may not be combined with other offers or discounts.

Seniors, Don't Forget!

On the first Wednesday of each month, all Seniors age 60 and over will receive

**15% off regular priced merchandise and
an extra 10% off
all "orange tag" merchandise.**

This offer may not be combined with holds, layaways, scrip, or any other offers.

DON'T FORGET ABOUT DAD!

Father's Day is Sunday, June 21.

At the Guy's Shop, you'll find a great selection of sportswear, dresswear, shoes, accessories, and ties. We carry suits and sportcoats in sizes 36 extra short to 64 long and sportswear up to size 6X Big and 6XL Tall. Not sure about sizes? We have gift certificates as well. Plus, we gift wrap for free! Stop in soon while the spring selection is still at its best. Bring in the coupon below for an **exclusive discount** on your purchase.

Redeem this coupon for

25% OFF

all regular priced sportswear at

The Guy's Shop
of Merrill.

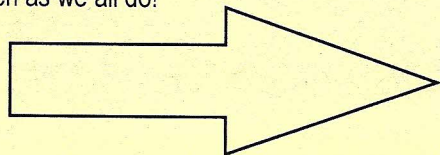
Valid June 1 - June 14, 2009.

May not be combined with other offers.

May not redeem punch cards in combination with this offer.

When I think of my Grandma (Mary) Eye's cooking, one thing that always comes to mind is her Strawberry Angel Food dessert. This quick and easy dessert is one of her favorites to make, and it is light and refreshing, especially on a hot summer day! Everyone in our family loves it, and because Grandma does not know how to cut small pieces, everyone always ends up with a gigantic piece topped with a huge dollop of cool-whip. Yummy!!

So in honor of Mother's Day, I thought I'd share Grandma's recipe with you. I hope you enjoy it as much as we all do!



RECIPE ROUND-UP

Mary's Strawberry Angel Food Dessert

1 loaf angel food cake
1 - 6 oz. raspberry jello
2 cups frozen strawberries

Cut angel food cake into cubes and place in the bottom of a 9X13 pan. Prepare jello with 1 1/2 cups boiling water. When jello is well dissolved, add frozen strawberries. Refrigerate the mixture until it begins to gel. Pour over cake. Refrigerate until set. Top pieces with large dollops of cool-whip.

MARK YOUR CALENDARS NOW!

Merrill's annual Crazy Daze is set for Wednesday, August 12. Don't miss your chance to snag some absolutely fabulous deals on remaining summer merchandise. You'll find prices too good to pass up at both Thelma's and The Guy's Shop.

NEED A NEW DRESS FOR A SUMMER WEDDING OR SPECIAL OCCASION?

Our Spring and Summer dresses are already arriving. As always, they come right from New York, the fashion capital of the world. We individually select each and every style with our customers in mind. We already have a nice selection of gorgeous dresses, in pastels and brights, as well as black and brown, plus some prints thrown in the mix. Our dresses always seem to fly right out the door, so if you're in need of one, don't wait too long or your size may be gone!

And while you're dress shopping, don't forget that we carry Spanx. Considered the secret weapon of the stars, these amazing undergarments instantly slim and flatten your tummy, thighs and rear. They work great under dresses and will be your little secret...unless, of course, you decide to rave to your friends about them—we've had lots of gals come in for a pair of Spanx just because their friends told them how great they were! A secret like this may just be too good to keep to yourself!

Congratulations to our most recent winners of **\$50 Thelma's Gift Certificates** in our Monthly Frequent Buyer Card drawing.

January: Jeanne Schmidt of Merrill

February: Joan Points of Westboro

March: Darlene Parshall of Irma

A GOOD TIME (AND GOOD FOOD) WAS HAD BY ALL!

A special thank you goes out to all the ladies who attended our very first Gourmet Sampling Session on Friday, February 13. We had about 15 people in attendance with some delicious dishes like chicken enchiladas, stuffed shells, spinach salad with strawberries, cherry salad, caramel bars and cherry dessert, just to name a few. Everything was so yummy and the atmosphere was very fun and festive. Plus, everyone in attendance got an exclusive shopping discount for the day and a copy of our recipe booklet, featuring all the yummy dishes at the party. We had such an enjoyable time that we're considering doing it again. Watch upcoming newsletters for an announcement.

DISCOVER WISCONSIN

"Merrill and Tomahawk—Northwood's Treasures"

We were so excited to have been featured in a recent episode of Discover Wisconsin, which aired on channel 9 on Saturday, April 18. The episode highlighted many points of interest in Merrill and Tomahawk, promoting the many visitor attractions and events available, including Thelma's. Stephanie Klett, who has hosted Discover Wisconsin for 16 years, walked around with Sherry, asking questions and showing off our store and selection to the viewers. We hope you caught the show!



↓ **CLIP & SAVE** ↓

MAY BONUS COUPON

Present this coupon at Thelma's during
the month of May and receive

DOUBLE PUNCHES ON YOUR FREQUENT BUYER CARD

for purchases made in one trip in May.

May not be combined with other offers. May not redeem
punch cards in combination with this offer.

Expires 5-31-09

JUNE BONUS COUPON

Present this coupon at Thelma's during
the month of June and receive

\$10 OFF

your purchase of \$40 or more of
regular priced merchandise

May not be combined with other offers. May not redeem
punch cards in combination with this offer.

Expires 6-30-09

JULY BONUS COUPON

Present this coupon at Thelma's during
the month of July and receive

AN EXTRA 10% OFF

all clearance items already
marked 20 - 75% off

May not be combined with other offers. May not redeem
punch cards in combination with this offer.

Expires 7-31-09

OUTERWEAR IS OUT

Just a note for your information...

Due to our decreasing demand for outerwear,
we have decided to eliminate it at this time.
This allows us to focus more of our
purchasing dollars on new companies along
with the companies that we know always sell.

HOLIDAY CLOSINGS!

Please take note that Thelma's and the
Guy's Shop will be closed on Monday,
May 25 (Memorial Day) and Saturday,
July 4.

HOW TO CONTACT US :

Thelma's

1025 E. Main St.
Merrill, WI 54452
715-536-6283

The Guy's Shop

913 E. Main St.
Merrill, WI 54452
715-536-8211

REGULAR HOURS

Monday 9-5
Tuesday 9-5
Wednesday 9-5
Thursday 9-7
Friday 9-7
Saturday 9-5
Sunday CLOSED

Thelma's

1025 E. Main St.
Merrill, WI 54452

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HIGHLIGHTS IN THIS ISSUE...

- Surprise Baby News—Braylon Lee Kleinschmidt
- *Gab and Graze* on Saturday, May 9—A Fantastic Opportunity to Save
 - Plant Exchange on Saturday, June 6
 - Father's Day Coupon for the Guy's Shop
 - Recipe: Strawberry Angel Food Cake
 - Bonus Coupons for May, June, July